What is claimed is:

1. A method for transmitting advertisements via electronic mails in which the advertisements are enclosed together with coupons on the internet, the method comprising steps of:

connecting to a web server for providing an electronic mail service by a sender who wishes to send an electronic mail, and preparing an electronic mail message;

enclosing the coupons with the electronic mail, and sending the electronic mail by the sender;

choosing that the sender himself receives the coupons as well;

displaying questions regarding the sender on the sender's web browser according to the above choice;

storing in a database of the prize providing server the sender's answers to the questions as information on the sender's tendency; and

notifying the sender of whether he or she wins a prize by the prize providing server.

2. A method for transmitting advertisements via electronic mails enclosing the advertisements together with

coupons on the internet, the method comprising steps of:

connecting to a web server for providing an electronic mail service by a receiver of the electronic mail, and confirming an electronic mail message enclosing

5   the received coupons;

choosing that the receiver receives the coupons;

displaying questions regarding the receiver on a web browser of the receiver according to the choice;

storing in a database of the prize providing server

10   receiver's answers to the questions as information on receiver's tendency; and

notifying the receiver of whether he or she wins a prize by the prize providing server.

.15   3. The method as claimed in claim 1 or 2, wherein the questions are suitable for grasping personal preferences and purchase tendencies of the sender or the receiver, and the questions are in a hierarchical structure with questions of an upper concept and question of a lower

20   concept.

4. The method as claimed in claim 1 or 2, wherein the information on the tendencies of the sender or the receiver

stored in the database of the prize-providing server is employed for target advertisements through electronic mails based on the information.

5. A method for transmitting advertisements via electronic mails enclosing advertisements together with coupons on the internet, the method comprising steps of:

receiving conditions for target advertisements from sponsors;

analyzing whether there are users fit for conditions of the sponsors through the information on the user's tendencies stored in the database of the prize providing server by the method of claim 1 or 2; and

enclosing the target advertisements of the sponsors in the electronic mail together with coupons and automatically transmitting the electronic mail to the users fit for the conditions, in case that the number of the users satisfying the conditions of the sponsors meets a predetermined number.

6. The method as claimed in claim 5, in case that the number of the users satisfying the conditions of the sponsors does not meet the predetermined number, further

comprising steps of:

preparing new questions capable of analyzing the conditions received from the sponsor;

transmitting the prepared new questions to all the users via electronic mails enclosing coupons; and

storing in the database in the prize-providing server the answers of the users who response to the questions.

7. A method for transmitting advertisements via electronic mails enclosing the advertisements together with coupons on the internet, the method comprising steps of:

connecting to a prize-providing server by a user;

comparing and analyzing the tendency of the user stored in a user database of the prize providing server with the advertisements stored in the advertisement database;

constructing a priority order of advertisements fit for the tendency of the user according to the analysis through the sorting; and

displaying the constructed advertisements on a web browser of the user, wherein prize advertisement menus are provided to the user.

8. A method for transmitting advertisements via electronic mails enclosing the advertisements together with coupons on the internet, the method comprising steps of:

connecting to a prize providing server by a user;

5   constructing a priority order of the advertisements to be provided to the user through ranking and sorting based on click rates of the advertisements up to date; and

displaying the constructed advertisements on a web browser of the user, wherein prize advertisement menus are

10   provided to the users.

9. The method as claimed in claim 7, wherein the step for constructing the order of the advertisements to be provided to the users arranges the advertisements at

15   positions from most visible to less visible on the prize advertisement menus in the order from the advertisements most related to the user's tendency to the advertisements less related to the user's tendency.

20   10. The method as claimed in claim 8, wherein the step for constructing the order of the advertisements to be provided to the users through the ranking and sorting arranges the advertisements at positions from most visible

to less visible on the prize advertisement menus in the

order from the advertisements lowest in a click rate to the

advertisements highest in the click rate up to date.